

# ON-SHELF TRACKING

## The Magnifier

“Regardless of how much effort went into promotion or product design, the shelf is the point where the consumer meets the retailer, the brand, and the product.”

Booz&Co.

Presented by: **pragma** group

In partnership with: **markits** CONSULTING MARKITSCONSULTING.COM

### WHAT IS IT?

A **periodical track** of the displays, shelving, and promo activity in your markets.

The **Snapshot** keeps you abreast of the developments, trade performance, and merchandising efforts in your market.

### WHY SUBSCRIBE?

Know exactly where you and your competition stand in terms of shelf real-estate, visibility, accessibility & activity.

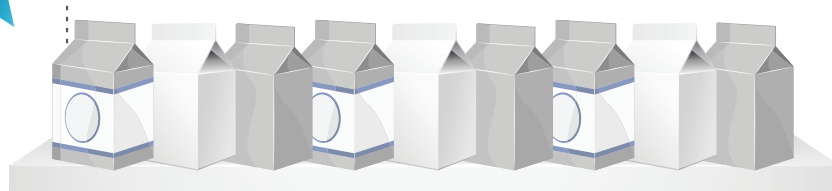
The **Snapshot** is designed to simplify your merchandizing efforts into actionable recommendations so you can swing into high gear.

Tailor your merchandizing strategy with insights on displays, promotions, shelf space, facings, and other vital facts.

Receive a complete, easy-to-understand analysis on current merchandizing dynamics - what is performing best, your strengths & weaknesses, and your recommended way forward.



### HOW IS IT DONE?



REGION	PANEL	%
Beirut East	160	16%
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Beirut Subs	150	15%
Central North	130	13%
Central South	100	10%
North	120	12%
South	100	10%
Bekaa	80	8%
<b>TL Lebanon</b>	<b>1,000</b>	<b>100%</b>



- Outlet details
- Top selling brands (estimated sales & shares)
- Top displayed brand
- Availability
- Shelf space, share and facings
- Shelf price
- Frequency of sales reps visits
- Purchase Source
- Displays, Type of Displays, Promotion Details